Cynthia Zhou

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WORK

PICKET HOMES — UI/UX Intern

June - August 2021

- Led the research for Picket's enterprise-facing real estate underwriting tool to discover user pain points and usability issues followed with design iterations
- Delivered high-fidelity mockups of the design solution to production and received positive feedback from internal users
- Conducted 2 user interviews, analysis of 7 competitors, and general market research to align the product with current industry standards
- Collaborated with designers, engineers, and stakeholders when iterating on design decisions

RELEVANT EXPERIENCE

COVID POINT — UX Designer

Sept - Dec 2020

- Prototyped a mobile solution to update users with personalized COVID-19 notifications informed by 8 interviews, 1 focus group, and 2 usability tests
- Designed high-fidelity screens of core features including health tracking, self-reporting, and onboarding

TERRA BELLA WEBSITE REDESIGN — UX Generalist

Mar - June 2021

- Collaborated with a local business to provide an end-to-end redesign of their website through 7 interviews, 13 card sorting, and 2 usability tests
- Delivered high-fidelity interactive screens of the product gallery and homepage supplemented with a design system to the client and handed off to engineers

EDUMART — UI Designer

Sept - Dec 2020

- Created a cross-platform design system for an e-commerce teacher resource exchange platform
- Designed logo and high-fidelity screens for product gallery, product details, checkout, and login flows
- Animated login micro-interactions to demonstrate how the interface responded to user interaction

YELP USABILITY STUDY — UX Researcher

Jan - Mar 2021

- Conducted 6 remote moderated interviews to understand users' restaurant discovery flow and assessed the effectiveness of Yelp's filtering system
- Discovered areas of success and improvement by grouping participant frustrations into problem areas based on sections of the discovery flow

EDUCATION

University of Washington

M.S. Human Centered Design & Engineering Sep 2020 - June 2022

University of California, Los Angeles

B.S. Cognitive Science + Specialization in Computing Sep 2016 - June 2020

SKILLS

design

Wireframing, Sketching, Storyboarding, Information Architecture, Persona, Prototyping

research

Interview, Survey, Focus Group, Competitive Analysis, Affinity Diagramming, Card Sorting, Usability Testing

code

C++, Python, R, HTML, CSS, MATLAB

tools

Figma, Principle, Tableau, Maya, Adobe Illustrator, Zeplin, Unity